



## Application for projects over \$500

**Organization Name:** Glacier Country Regional Tourism Commission

**Project Name:** Opportunity Marketing – Meeting Planner PowerPoint Refresh

**Application Completed by:** Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Glacier Country would like to use \$710 of our opportunity funds to update a PowerPoint presentation for meeting planners. Content will promote Glacier Country as a meetings and special events destination and highlight overall capabilities; to include lodging, activities, transportation and other pertinent information. Closing slides will include a collage of area photos and CVB logos. We will use this presentation over the course of the next few years. The closing slides will change at each presentation depending upon cooperative partners.

### OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase use of website by 10% over 2008
- Increase our database by 5% over 2008

Refer to the portions of your marketing plan, which support this project.

This project is addressed in our marketing goals numbered 1, 2, 3, 5, 7 & 9 as well as under other marketing elements number 3.

How does this project support the Strategic Plan?

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
  - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
  - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
  - 1.1.c Attend consumer travel shows targeting high value, low impact visitors
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
  - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

**Detail pages attached:** ☒ Yes

☐ No

Budget page must be attached for approval.



PROJECT BUDGET

Opportunity Marketing - Meeting Planner PowerPoint Refresh

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Account Management	\$75.00 +	\$0.00 =	\$75.00
Account Coordination	\$165.00 +	\$0.00 =	\$165.00
PhotoShop & Illustration Manipulation	\$150.00 +	\$0.00 =	\$150.00
Production	\$300.00 +	\$0.00 =	\$300.00
Color Lasers	\$20.00 +	\$0.00 =	\$20.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$710.00</b>	<b>\$0.00</b>	<b>\$710.00</b>
<b>MARKETING/ADVERTISING:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>TRAVEL:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<hr/>			
<b>PROJECT TOTAL</b>	<b>\$710.00 +</b>	<b>\$0.00 =</b>	<b>\$710.00</b>